

Message Text

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13

ACTION EB-05

INFO OCT-01 EUR-06 ADP-00 RSR-01 RSC-01 /014 W

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R 220940Z AUG 73

FM AMEMBASSY REYKJAVIK

TO USDOC WASHDC

INFO SECSTATE WASHDC 3890

UNCLAS REYKJAVIK 0971

E.O. 11652: N/A

TAGS: BEXP IC

SUBJECT: "BUY AMERICAN" AUTOMOBILE PROMOTION

REF: A) REYKJAVIK 875; B) USDOC 11412

1. WE WOULD ENCOURAGE COMMERCE TO CONTACT US AUTOMOBILE MANUFACTURERS AND ASSOCIATIONS ALONG LINES SUGGESTED REFTTEL B. IN ADDITION TO MANUFACTURERS MENTIONED REFTTEL A - FORD, GM, CHRYSLER, AND AMERICAN MOTORS/JEEP - COMMERCE SHOULD ALSO CONTACT INTERNATIONAL HARVESTER WHOSE "SCOUT" IS HANDLED BY GM AGENT.

2. IF PROGRAM IS TO HAVE MAXIMUM IMPACT IT WILL REQUIRE COORDINATION AND FOLLOW-UP THROUGH EMBASSY AND USDOC WASHINGTON. PROVIDED US ANTI-TRUST REGULATIONS WOULD NOT BE VIOLATED BY CO-OPERATION AMONG US MANUFACTURERS, WE BELIEVE BEST APPROACH IS TO SOLICIT EQUAL CONTRIBUTIONS BY INTERESTED FIRMS SO THAT AT LEAST \$15,000 IS MADE AVAILABLE. EMBASSY CAN THEN ARRANGE TO BRING LOCAL DEALERS TOGETHER TO PLAN AND CARRY OUT ADVERTISING CAMPAIGN.

3. AT PRESENT BOTH FORD AGENTS ARE HEAVILY PROMOTING ADVANTAGES OF PURCHASING AMERICAN-MADE BRONCOS AND COMETS. ONE AGENT REPORTEDLY SOLD 110 1973 BRONCOS IN ONE DAY AT SPECIAL PRICE. THE OTHER AGENT REPORTS EXCELLENT SALES DURING PAST MONTH BUT SAYS ADDITIONAL ADVERTISING FUNDS EMPLOYED IN JOINT PROMOTION WITH OTHER AGENTS OF US MANUFACTURERS WOULD BE EXTREMELY WELCOME. AT PRESENT HE IS GETTING NO PROMOTIONAL MONEY FROM FORD.

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4. WITH FISH PRICES ABROAD AT AN ALL-TIME HIGH AND DISPOSABLE

INCOME LIKEWISE, ICELANDERS ARE SPENDING AT A NEARLY FRANTIC PACE. THIS MAY, AS A RESULT, BE A RECORD YEAR FOR AUTOMOBILE IMPORTS, AND THE US IS IN AN INCREASINGLY ATTRACTIVE POSITION. IN THE ABSENCE OF ANY SPECIAL EFFORT ON OUR PART WE WILL UNDOUBTEDLY IMPROVE OUR MARKET SHARE SUBSTANTIALLY. WITH SOME ADDITIONAL PROMOTION AS SUGGESTED HERE, WE CAN MAKE A MAJOR IMPACT ON THE STRUCTURE OF AUTOMOBILE OWNERSHIP THAT WILL ACCRUE TO OUR BENEFIT FOR MANY YEARS. IRVING

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